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NEWS RELEASE

VON Canada and the Ontario Ministry of Health partner on Incontinence Awareness Campaign

For immediate release

November 8, 2006 – OTTAWA - November is *Incontinence Awareness Month* and, in partnership with the Ontario Ministry of Health and Long Term Care, VON Canada is launching a public awareness campaign throughout the province.

More than 3.3 million Canadians of all ages experience incontinence. Incontinence is losing urine when you don't want to, and having to change your lifestyle in order to manage your bladder and urine control. One in four women and one in ten men experience incontinence. There are four main types of incontinence and the treatment depends on which type of incontinence each person has.

"There is a serious lack of awareness around incontinence. Most people don't know that it can be treated, managed or cured and that it is not a normal sign of aging. This campaign is about making Ontarians aware that they don't have to tolerate incontinence," said Barb Patterson, Nurse Continence Advisor, VON Grey-Bruce.

Although more than half of those with incontinence don't talk to a doctor, Canadians spend more than \$2.6 billion on incontinence each year (i.e., buying pads and liners, doing more laundry, missing or quitting work).

The three-year campaign will be communicated through doctors' offices and community agencies across the province using brochures and pamphlets. Information will also be available on the Internet at www.von.ca or www.continence-fdn.ca.

VON is a national health organization and registered charity offering a wide range of community health care solutions that meet the needs of Canadians from coast to coast. VON is committed to continuous quality improvement and has earned Canadian Council of Health Services accreditation.

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